FOX 29

WFLX

# ORDER

Flight Dates 10/30/12-11/06/12

Order Sep 00:15:00

Product

Estimate #

Contract / Revision 835036 /

FL Dem Party (Sachs, Bruno, Smith

Alt Order # 06370522

Original Date / Revision 10/11/12 10/11/12

Agency Com 15%

Billing Type Cash

Billing Contact

Order Type Political

Billing Cycle EOM/EOC

Advertiser FL Democratic Party

919 Catherine Street
Philadelphia, PA 19147

Billing Calendar BROADCAST

Demographic A35+

Agency Dudley Media

Rev Codes Agency Political Pol-Candid

Buying Contact

Sales Office H-DC

Product Codes PL500

Sales Region National

Priority P 1

919 Catherine Street
Philadelphia, PA 19147

Agency Ref

Advertiser Ref

Primary Account Executive
Will Hilderbrandt

| Account Executive | Order% | Start Date | End Date |
|---|---|---|---|
| Will Hilderbrandt | 100% | | |

Order Share % Market Value

| Competing Station | % of Order | Amount |
|---|---|---|
| DFLX | % | |
| WFGC | % | |
| WPBF | % | |
| WPEC | % | |
| WPPB | % | |
| WPTV | % | |
| WPXP | % | |
| WTCE | % | |
| WTCN | % | |
| WTVX | % | |
| WXEL | % | |

**Order Totals**

| Month | # of Spots | Net Amount | Gross Amount | Rating |
|---|---|---|---|---|
| November 2012 | 46 | $10,051.25 | $11,825.00 | 0.00 |
| Totals | 46 | $10,051.25 | $11,825.00 | 0.00 |

**Billing Plan**

| Start Date | End Date | # Spots | Net Amount | Gross Amount |
|---|---|---|---|---|
| 10/29/12 | 11/06/12 | 46 | $10,051.25 | $11,825.00 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Totals Spots | Totals Amount |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| E 1 | WFLX | 10/30/12 | 11/02/12 | MORNING NEWS 7A<br>FOX 29 MORNING NEW! | Comm | 7-8A | -TWTF-- | :30 | 4 | $100.00 | P 2 | 0.00 | NM | 4 | $400.00 |

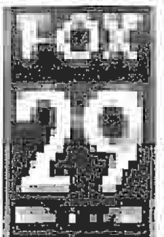
| | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating |
|---|---|---|---|---|---|---|
| Week: | 10/29/12 | 11/04/12 | -TWTF-- | 4 | $100.00 | 0.00 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Totals Spots | Totals Amount |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| E 2 | WFLX | 11/05/12 | 11/06/12 | MORNING NEWS 7A<br>FOX 29 MORNING NEW! | Comm | 7-8A | MT----- | :30 | 2 | $100.00 | P 2 | 0.00 | NM | 2 | $200.00 |

| | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating |
|---|---|---|---|---|---|---|
| Week: | 11/05/12 | 11/11/12 | MT----- | 2 | $100.00 | 0.00 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Totals Spots | Totals Amount |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| E 3 | WFLX | 10/30/12 | 11/02/12 | MORNING NEWS 8A<br>FOX 29 MORNING NEW! | Comm | 8-9A | -TWTF-- | :30 | 4 | $100.00 | P 2 | 0.00 | NM | 4 | $400.00 |

| Start Date | End Date | Weekdays | Spots/Week | Rate | Rating |
|---|---|---|---|---|---|



**WFLX**

Contract / Revision **835036** Flight Dates **10/30/12-11/06/12** Hiatus Dates

Original Date / Revision 10/11/12/ 10/11/12 Order Sep 00:15:00

Advertiser **FL Democratic Party** Product **FL Dem Party (Sachs, Brun(** Estimate #

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Totals Spots | Totals Amount |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| E 3 | WFLX | 10/30/12 | 11/02/12 | MORNING NEWS 8A<br>FOX 29 MORNING NEW! | Comm | 8-9A | -TWTF-- | :30 | 4 | $100.00 | P 2 | 0.00 | NM | 4 | $400.00 |
| | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | | | | |
| | Week: 10/29/12 | 11/04/12 | -TWTF-- | 4 | $100.00 | 0.00 | | | | | | | | | |
| E 4 | WFLX | 11/05/12 | 11/06/12 | MORNING NEWS 8A<br>FOX 29 MORNING NEW! | Comm | 8-9A | MT----- | :30 | 2 | $100.00 | P 2 | 0.00 | NM | 2 | $200.00 |
| | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | | | | |
| | Week: 11/05/12 | 11/11/12 | MT----- | 2 | $100.00 | 0.00 | | | | | | | | | |
| E 5 | WFLX | 10/30/12 | 11/02/12 | EXTRA<br>EXTRA | Comm | 430-5P | -TWTF-- | :30 | 4 | $100.00 | P 2 | 0.00 | NM | 4 | $400.00 |
| | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | | | | |
| | Week: 10/29/12 | 11/04/12 | -TWTF-- | 4 | $100.00 | 0.00 | | | | | | | | | |
| E 6 | WFLX | 11/05/12 | 11/05/12 | EXTRA<br>EXTRA | Comm | 430-5P | 1------ | :30 | 1 | $100.00 | P 2 | 0.00 | NM | 1 | $100.00 |
| | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | | | | |
| | Week: 11/05/12 | 11/11/12 | 1------ | 1 | $100.00 | 0.00 | | | | | | | | | |
| E 7 | WFLX | 10/30/12 | 11/02/12 | RICKI<br>RICKI | Comm | 5-6P | -TWTF-- | :30 | 4 | $130.00 | P 1 | 0.00 | NM | 4 | $520.00 |
| | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | | | | |
| | Week: 10/29/12 | 11/04/12 | -TWTF-- | 4 | $130.00 | 0.00 | | | | | | | | | |
| E 8 | WFLX | 11/05/12 | 11/05/12 | RICKI<br>RICKI | Comm | 5-6P | 1------ | :30 | 1 | $130.00 | P 1 | 0.00 | NM | 1 | $130.00 |
| | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | | | | |
| | Week: 11/05/12 | 11/11/12 | 1------ | 1 | $130.00 | 0.00 | | | | | | | | | |
| E 9 | WFLX | 10/30/12 | 11/02/12 | RAYMOND<br>RAYMOND | Comm | 6-630P | -TWTF-- | :30 | 4 | $100.00 | P 2 | 0.00 | NM | 4 | $400.00 |
| | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | | | | |
| | Week: 10/29/12 | 11/04/12 | -TWTF-- | 4 | $100.00 | 0.00 | | | | | | | | | |
| E 10 | WFLX | 11/05/12 | 11/05/12 | RAYMOND<br>RAYMOND | Comm | 6-630P | 1------ | :30 | 1 | $100.00 | P 2 | 0.00 | NM | 1 | $100.00 |
| | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | | | | |
| | Week: 11/05/12 | 11/11/12 | 1------ | 1 | $100.00 | 0.00 | | | | | | | | | |
| E 11 | WFLX | 10/30/12 | 11/02/12 | FOX 29 NEWS FIRST A<br>FOX 29 NEWS FIRST AT | Comm | 4-430P | -TWTF-- | :30 | 4 | $100.00 | P 2 | 0.00 | NM | 4 | $400.00 |
| | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | | | | |
| | Week: 10/29/12 | 11/04/12 | -TWTF-- | 4 | $100.00 | 0.00 | | | | | | | | | |
| E 12 | WFLX | 11/05/12 | 11/05/12 | FOX 29 NEWS FIRST A<br>FOX 29 NEWS FIRST AT | Comm | 4-430P | 1------ | :30 | 1 | $100.00 | P 2 | 0.00 | NM | 1 | $100.00 |
| | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | | | | |
| | Week: 11/05/12 | 11/11/12 | 1------ | 1 | $100.00 | 0.00 | | | | | | | | | |
| E 13 | WFLX | 10/30/12 | 11/02/12 | BIG BANG THEORY<br>BIG BANG THEORY | Comm | 730-8P | -TWTF-- | :30 | 4 | $390.00 | P 2 | 0.00 | NM | 4 | $1,560.00 |
| | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | | | | |
| | Week: 10/29/12 | 11/04/12 | -TWTF-- | 4 | $390.00 | 0.00 | | | | | | | | | |
| E 14 | WFLX | 11/05/12 | 11/05/12 | BIG BANG THEORY<br>BIG BANG THEORY | Comm | 730-8P | 1------ | :30 | 1 | $390.00 | P 2 | 0.00 | NM | 1 | $390.00 |
| | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | | | | |
| | Week: 11/05/12 | 11/11/12 | 1------ | 1 | $390.00 | 0.00 | | | | | | | | | |
| E 15 | WFLX | 10/31/12 | 10/31/12 | Wed Hour 1<br>X-FACTOR | Comm | 8-10P | --1---- | :30 | 1 | $1,425.00 | P 2 | 0.00 | NM | 1 | $1,425.00 |
| | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | | | | |

**WFLX**

Contract / Revision **835036** Flight Dates **10/30/12-11/06/12** Hiatus Dates

Original Date / Revision 10/11/12/ 10/11/12 Order Sep 00:15:00

Advertiser **FL Democratic Party** Product **FL Dem Party (Sachs, Brun** Estimate #

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg Type | Totals Spots | Totals Amount |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| E 15 | WFLX | 10/31/12 | 10/31/12 | Wed Hour 1<br>X-FACTOR | Comm | 8-10P | --1---- | :30 | 1 | $1,425.00 | P 2 | 0.00 NM | 1 | $1,425.00 |
| | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | | | |
| | Week: 10/29/12 | 11/04/12 | --1---- | 1 | $1,425.00 | 0.00 | | | | | | | | |
| E 16 | WFLX | 11/01/12 | 11/01/12 | Thu Hour 1<br>X FACTOR | Comm | 8-10P | ---1--- | :30 | 1 | $1,425.00 | P 2 | 0.00 NM | 1 | $1,425.00 |
| | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | | | |
| | Week: 10/29/12 | 11/04/12 | ---1--- | 1 | $1,425.00 | 0.00 | | | | | | | | |
| E 17 | WFLX | 10/30/12 | 11/04/12 | Late News M-Sun<br>TEN O'CLOCK NEWS | Comm | 10-11P | -TWTFSS | :30 | 6 | $525.00 | P 2 | 0.00 NM | 6 | $3,150.00 |
| | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | | | |
| | Week: 10/29/12 | 11/04/12 | -TWTFSS | 6 | $525.00 | 0.00 | | | | | | | | |
| E 18 | WFLX | 11/05/12 | 11/05/12 | Late News M-Sun<br>TEN O'CLOCK NEWS | Comm | 10-11P | 1------ | :30 | 1 | $525.00 | P 2 | 0.00 NM | 1 | $525.00 |
| | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | | | |
| | Week: 11/05/12 | 11/11/12 | 1------ | 1 | $525.00 | 0.00 | | | | | | | | |
| | | | | | | | | | | | | Totals | 46 | $11,825.00 |

NAB FORM PB 14 JULY- 1992- (Item # 4046)

NAB BROADCASTERS

# AGREEMENT FORM FOR POLITICAL BROADCASTS

STATION and LOCATION WFLX-TV. West Palm Beach, FL Date 10-26-12

I, Dudley Media (on behalf of) Florida Democratic Party

A legally qualified candidate of the Democratic political party for the office of

Fl. State Senate

In the General election to be held on 11-6-12 do hereby request station time as follows:

| Length of Broadcast | Time of Day, Rotation or Package | Days | Class of time | Times per Week | No. of Weeks | Rate |
|---|---|---|---|---|---|---|
| | | - See Attached - | | | WFLX #835036 | 10051.25 |
| | | | | | WFLX #840405 | 4721.25 |

| Date of First Broadcast | Date of Last Broadcast |
|---|---|
| 10-30-12 | 11-6-12 |

Total Charges: $14,772.50 net

The broadcast time will be used by Florida Democratic Party. Sachs/Brand/Smith

I represent that the payment for the above-described broadcast time has been furnished by Florida Democratic Party - Sachs/Brand/Smith

And you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is ( ) a corporation; ( ) a committee; ( ) an association; of ( ) other unincorporated group. The names and offices of the chief executive officers of the entity are:

Alma Gonzalez, Treasurer

I agree to indemnify and hold harmless the station from any damages of liability, including reasonable attorney's fees that may ensue from the performance of the above-stated broadcast. For the above-stated broadcast I also agree to prepare a script or transcription, which will be delivered to the station at least ______ Before the time of the scheduled broadcast. (*Note: the two preceding sentences are not applicable if the candidate personally appears during the broadcast.*) The station has disclosed to me it political advertising policies including; applicable class and rates; and discounts, promotional and other sales practices. (*Note: The preceding sentence may be deleted*). The purchase of the time described herein is controlled, approved or authorized by the candidate or hi/her authorized committee. (*Note: the preceding sentence applies only to candidates for non-federal office*).

Date 10-26-12 [signature]

(Candidate or Agent) Bob Dudley

☒ Accepted ☐ Rejected By [signature] Title GM

This request whether accepted or rejected, will be available for public inspection for a period of two years.



**PAID POLITICAL**
**BROADCAST AVAIL REQUEST**

| | | | |
|---|---|---|---|
| **TO:** | John Heislman | **STATION:** | WFLX |
| **FROM:** | Will Hildebrandt | **HRP OFFICE:** | WASHINGTON, DC |
| | | | |

**REQUEST RECEIVED FROM** **DATE:** 9-20-12

| | |
|---|---|
| **BUYER:** | Bob Dudley |
| **AGENCY:** | Dudley Media |
| **ADDRESS:** | 919 Catharine Street, Philadelphia PA 19147 |
| **PHONE #:** | 215 923 8812 |
| **FAX #:** | |
| **OTHER:** | |

**AVAILS FOR**

| | |
|---|---|
| **COMMITTEE:** | Florida Democratic Party: Sachs, Bruno, Smith |
| **CHAIRPERSON:** | |
| **TREASURER:** | Alma Gonzlez |
| **ADDRESS:** | 214 Bronough St Tallahassee, FL 32301 |
| **PHONE #:** | 850 222 3411 |
| **FAX #:** | |
| **OTHER:** | |

**FOR**

| | |
|---|---|
| **CANDIDATE:** | Sachs, Bruno, Smith |
| **OFFICE:** | State Senate |
| **PARTY:** | Democrat |

| | |
|---|---|
| **DAYPARTS:** | All |
| **SCHEDULE DATES:** | As Ordered |
| **COMMERICAL LENGTH:** | :30 |
| **PROGRAMS:** | All |
| **PLEASE ADVISE IF THERE ARE RESTRICTIONS ON ANY OF THE ABOVE** | |



# PAID POLITICAL BROADCAST AVAIL REQUEST

| | | | |
|---|---|---|---|
| **TO:** | John Heislman | **STATION:** | WFLX |
| **FROM:** | Will Hildebrandt | **HRP OFFICE:** | WASHINGTON, DC |
| | | | |

**REQUEST RECEIVED FROM** **DATE:** 9-20-12

| | |
|---|---|
| **BUYER:** | Bob Dudley |
| **AGENCY:** | Dudley Media |
| **ADDRESS:** | 919 Catharine Street, Philadelphia PA 19147 |
| **PHONE #:** | 215 923 8812 |
| **FAX #:** | |
| **OTHER:** | |

**AVAILS FOR**

| | |
|---|---|
| **COMMITTEE:** | Maria Sachs |
| **CHAIRPERSON:** | |
| **TREASURER:** | |
| **ADDRESS:** | 14812 South Military Trail Delray Beach, FL 33445 |
| **PHONE #:** | |
| **FAX #:** | |
| **OTHER:** | |

**FOR**

| | |
|---|---|
| **CANDIDATE:** | Maria Sachs |
| **OFFICE:** | State Senate |
| **PARTY:** | Democrat |

| | |
|---|---|
| **DAYPARTS:** | All |
| **SCHEDULE DATES:** | As Ordered |
| **COMMERICAL LENGTH:** | :30 |
| **PROGRAMS:** | All |
| **PLEASE ADVISE IF THERE ARE RESTRICTIONS ON ANY OF THE ABOVE** | |



# PAID POLITICAL BROADCAST AVAIL REQUEST

| TO: | John Heislman | STATION: | WFLX |
|---|---|---|---|
| FROM: | Will Hildebrandt | HRP OFFICE: | WASHINGTON, DC |
| | | | |

**REQUEST RECEIVED FROM** **DATE:** 9-20-12

| | |
|---|---|
| BUYER: | Bob Dudley |
| AGENCY: | Dudley Media |
| ADDRESS: | 919 Catharine Street, Philadelphia PA 19147 |
| PHONE #: | 215 923 8812 |
| FAX #: | |
| OTHER: | |

**AVAILS FOR**

| | |
|---|---|
| COMMITTEE: | Frank Bruno |
| CHAIRPERSON: | |
| TREASURER: | |
| ADDRESS: | Po Box 2005 Daytona Beach, FL 32115 |
| PHONE #: | 386 341 2021 |
| FAX #: | |
| OTHER: | |

**FOR**

| | |
|---|---|
| CANDIDATE: | Frank Bruno |
| OFFICE: | State Senate |
| PARTY: | Democrat |

| | |
|---|---|
| DAYPARTS: | All |
| SCHEDULE DATES: | As Ordered |
| COMMERICAL LENGTH: | :30 |
| PROGRAMS: | All |
| PLEASE ADVISE IF THERE ARE RESTRICTIONS ON ANY OF THE ABOVE | |

HRP FORM #0141



# PAID POLITICAL BROADCAST AVAIL REQUEST

| | | | |
|---|---|---|---|
| **TO:** | John Heislman | **STATION:** | WFLX |
| **FROM:** | Will Hildebrandt | **HRP OFFICE:** | WASHINGTON, DC |
| | | | |

**REQUEST RECEIVED FROM** **DATE:** 9-20-12

| | |
|---|---|
| **BUYER:** | Bob Dudley |
| **AGENCY:** | Dudley Media |
| **ADDRESS:** | 919 Catharine Street, Philadelphia PA 19147 |
| **PHONE #:** | 215 923 8812 |
| **FAX #:** | |
| **OTHER:** | |

**AVAILS FOR**

| | |
|---|---|
| **COMMITTEE:** | Chris Smith |
| **CHAIRPERSON:** | |
| **TREASURER:** | |
| **ADDRESS:** | 1740 Northwest 3rd court Fort Lauderdale, FL 33311 |
| **PHONE #:** | |
| **FAX #:** | |
| **OTHER:** | |

**FOR**

| | |
|---|---|
| **CANDIDATE:** | Chris Smith |
| **OFFICE:** | State Senate |
| **PARTY:** | Democrat |

| | |
|---|---|
| **DAYPARTS:** | All |
| **SCHEDULE DATES:** | As Ordered |
| **COMMERICAL LENGTH:** | :30 |
| **PROGRAMS:** | All |
| **PLEASE ADVISE IF THERE ARE RESTRICTIONS ON ANY OF THE ABOVE** | |

**HRP FORM #0141**